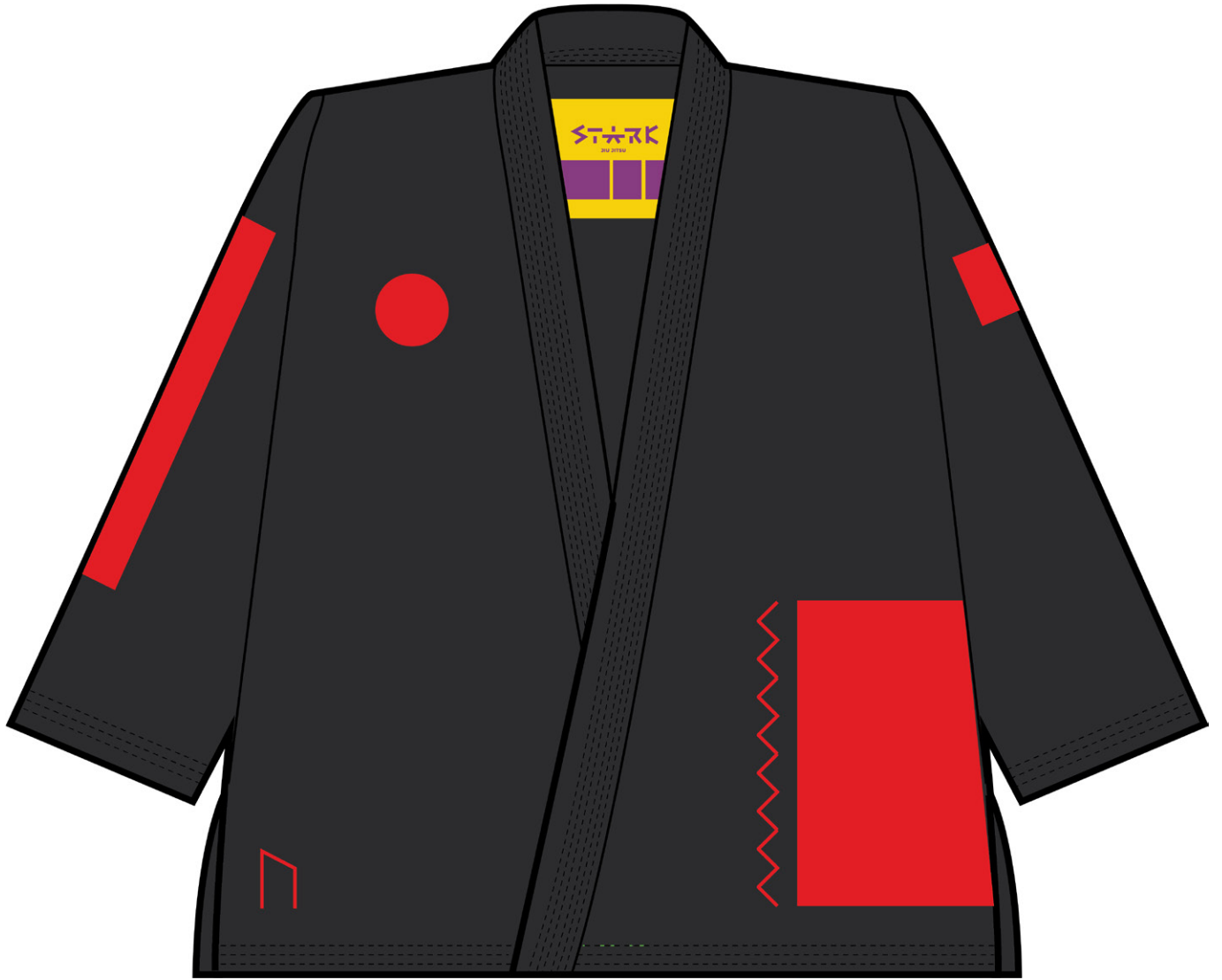


STARK

JIU JITSU

X

MAJA MALMCRONA
HANNAH KIM FORD



“THE TRIAD”



MAJA MALMCRONA

Maja is a visual artist from Gothenburg, Sweden. When not in the studio she spends most of her time being a meatball at Stark and trying to convince Hannah to—just once!!!—join a class. She lives in Zurich, Switzerland.



HANNAH KIM FORD

Hannah is a fashion designer from Tune, Denmark. When at Stark she mostly spends her time in a puddle on the floor (avoiding Maja's pleas to join the jiu-jitsu classes due to contempt for physical contact). She lives in Zurich, Switzerland.

INSPIRATION

JAPANESE FASHION NORSE SCRIPT



Contemporary Japanese streetwear



Nordic runes



Ancient Japanese kimono

THE PROJECT

The inspiration for our collection comes from Japanese fashion (ancient and contemporary) and Norse script. From these initial inspirations we formulated a language of geometric forms upon which we based our design.

Stark Jiu-Jitsu has—as of 2023—three academies in three different European cities: Stockholm, Ghent, and Zurich. The principal goal of our design was to highlight this triad using our geometric language that we sourced from Nordic and Japanese culture.

In numerology, the number three is considered a perfect number—symbolising wholeness, completeness, and divinity. The form of the circle—our chosen form for the back design—holds similar connotations.

The number three is also an odd number. Odd numbers suggest asymmetry and imperfection, which is a notion prevalent in Japanese culture (where imperfection is considered beautiful) and another idea that we tried to encapsulate in our collection.

On a more personal level—three is the number of years we—Maja and Hannah—have known each other. We have spoken since the beginning of our friendship of the possibility of doing a joint creative venture and this project finally granted us the perfect opportunity to do so.

We began by designing the kimono—the most important piece of the collection—and then allowed the rest of the pieces to arise from it. We followed the design language formulated in this first piece, letting it guide the design of the garments that followed.

Being both lovers of black clothes (imbued in Scandinavian fashion sensibility), choosing black as the primary garment colour felt like second nature. We had a long debate about what the pop colour should be which finally ended up on red. Red not only nods to Japanese culture but is also a symbol of passion, joy, and strength—*styrka*—which perfectly aligned with our concept.

THE KIMONO

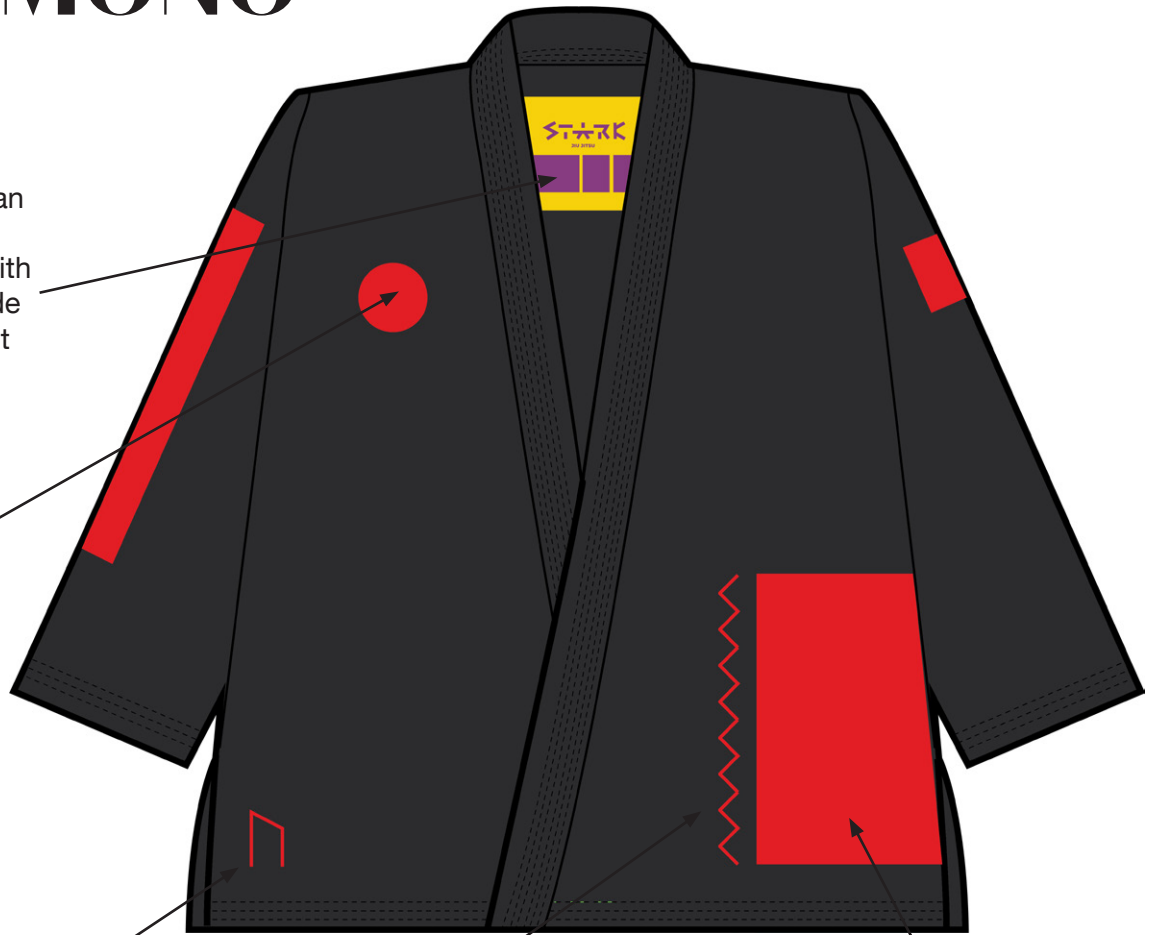
Woven label in contemporary colours inspired by the American vintage influence in Japanese streetwear, with the Stark logo alongside three bars to represent the three locations.

Geometric forms are heavily represented in both Japanese and Nordic cultures and therefore a perfect cross-pollination of the two worlds. We imagine this as an embroidered chest patch.

Bringing in the Rune symbol of strength not only represents the values of the gym, but also nods to the foundation of the original Stark location in Sweden, as well as—of course—its name.

The zigzag form was taken from the idea of sashiko—a Japanese embroidery mending technique—which would be executed as embroidery to underline the idea of reinforcement and resilience, an important aspect of the martial arts mindset.

As an element of the Japanese streetwear influence and the modern interpretation of the kimono, we wanted to illustrate the idea of a pocket, which is referenced again in our tracksuit.





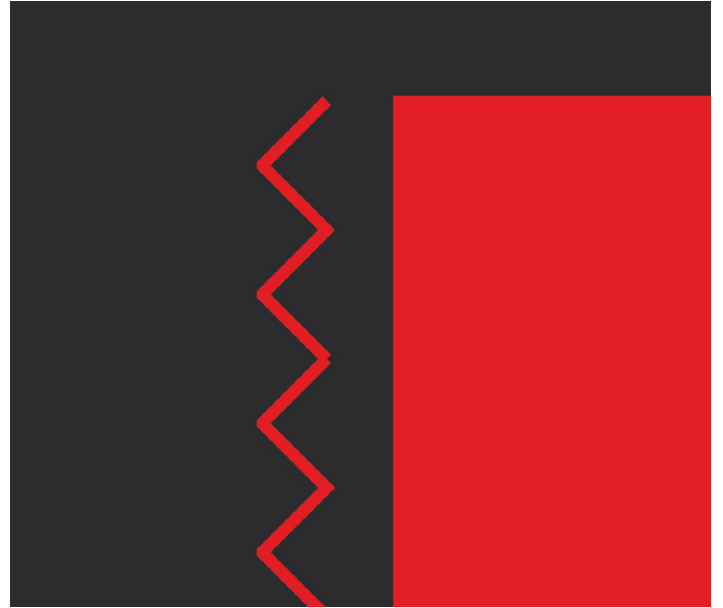
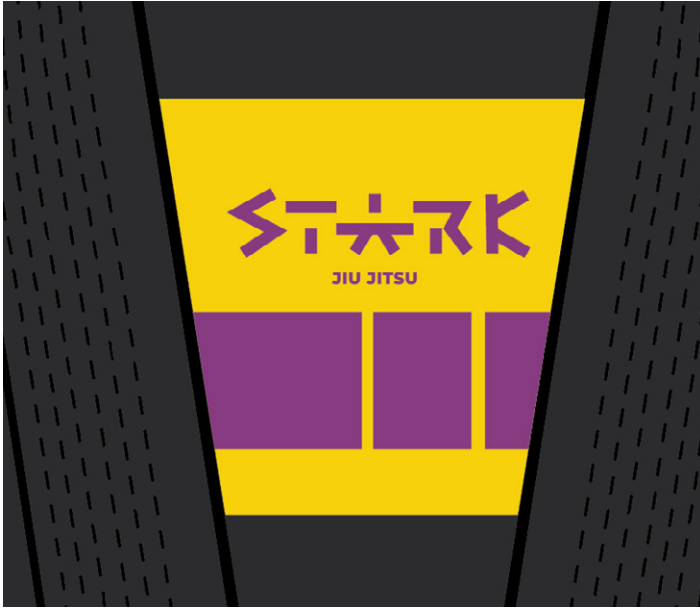
These rectangles are another reference to the geometric forms heavily represented in both Japanese and Nordic cultures. Like the chest circle, we imagine these as embroidered patches.

The Stark logo is encapsulated in a circle of uniformity, symbolising the unity of the three locations as well as the camaraderie within the teams themselves.

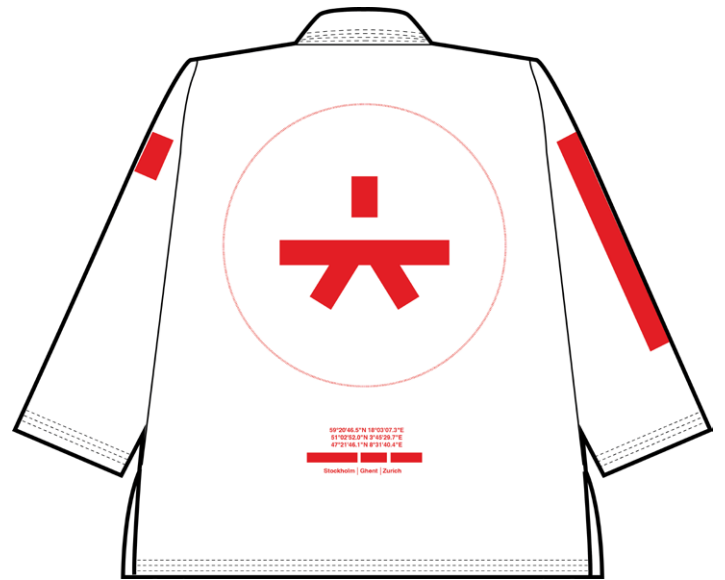
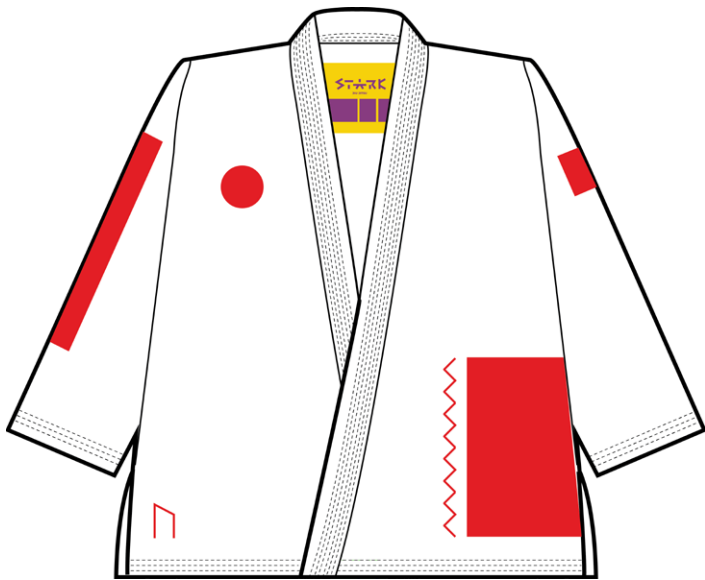
In harmony with the rest of the concept, it felt visually intriguing to have the locations represented in the form of coordinates. These are underlined with three rectangles where the length of the bars are equal to the length of city names.



COLOURS



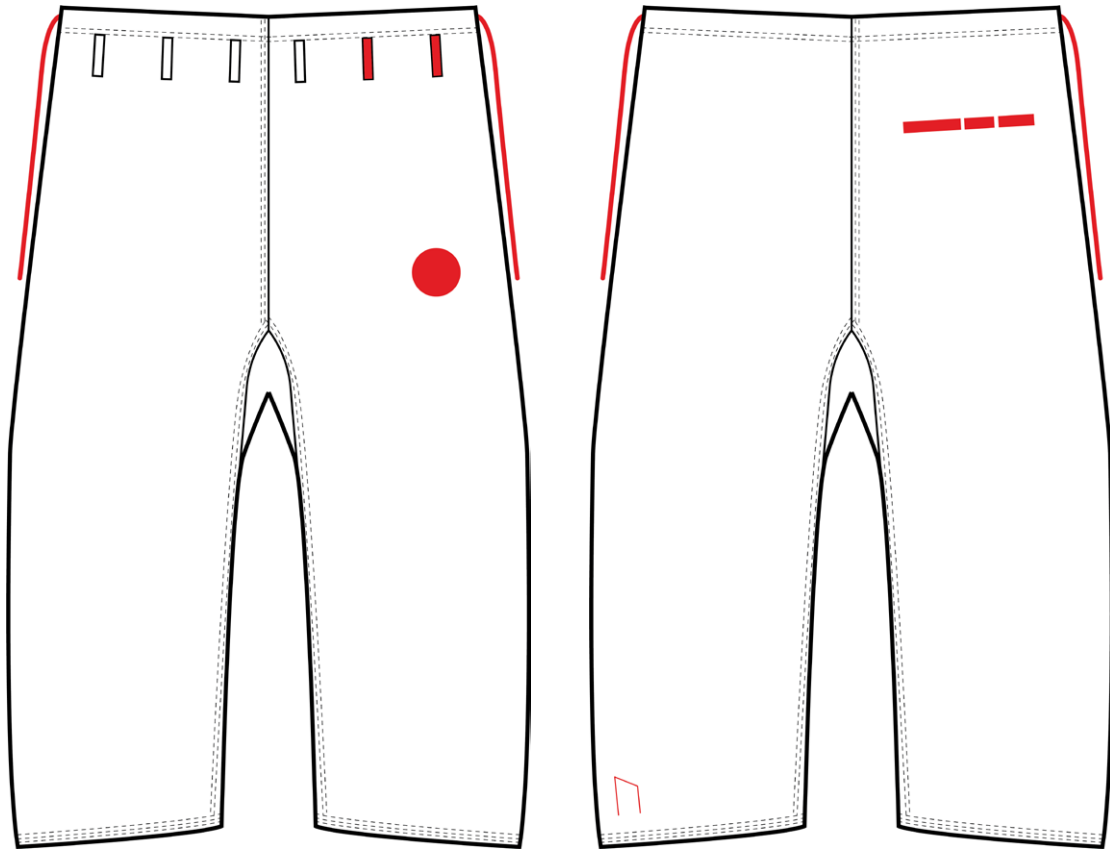
DETAILS



ALTERNATIVE KIMONO COLOUR

THE GI PANTS



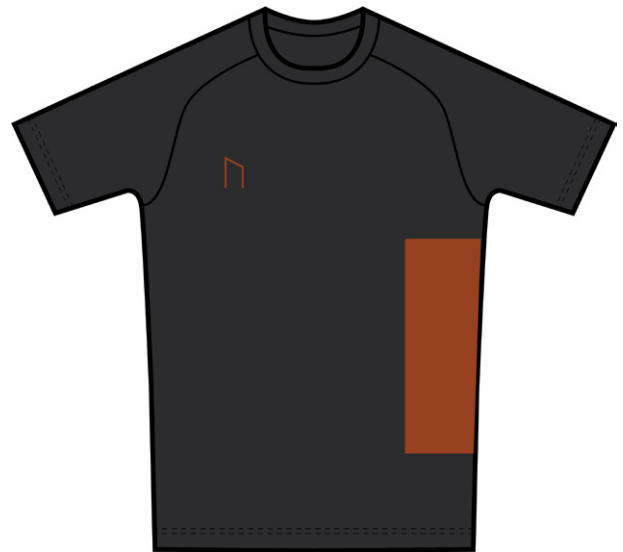
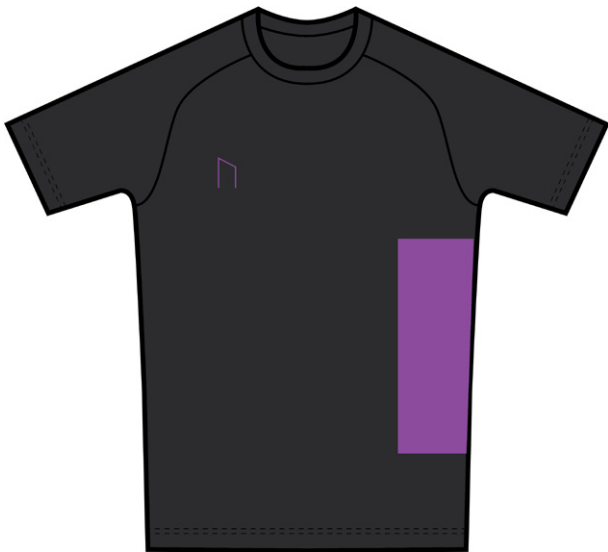
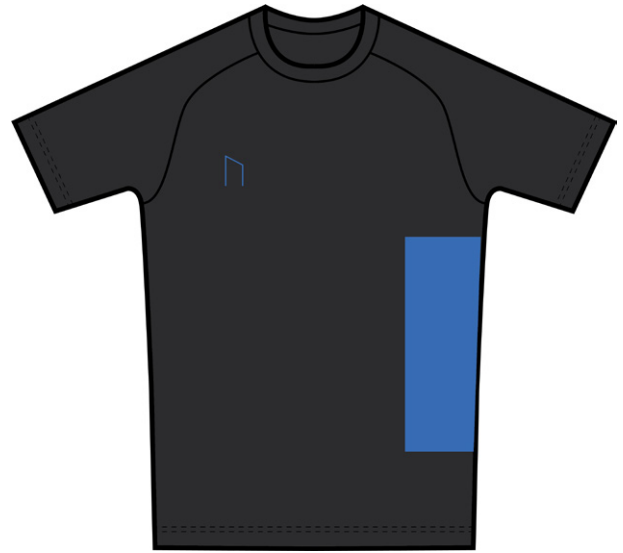
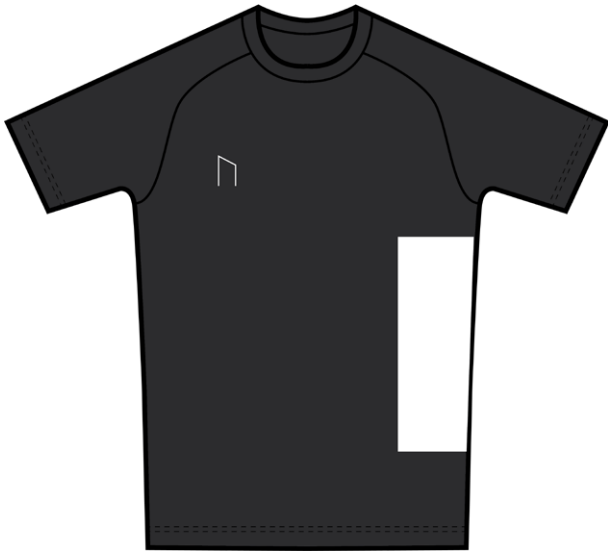


ALTERNATIVE GI PANTS COLOUR

THE RASHGUARD



For our rashguard we reintroduced some of the design elements introduced in the gi: namely the side pocket, the rune, the vertical bands, and the Stark logo. The rashguard is designed in accordance to the IBJJF rulebook which states that the rashguard must be “black, white, or black and white, and with at least 10% of the rank color to which the athlete belongs”.



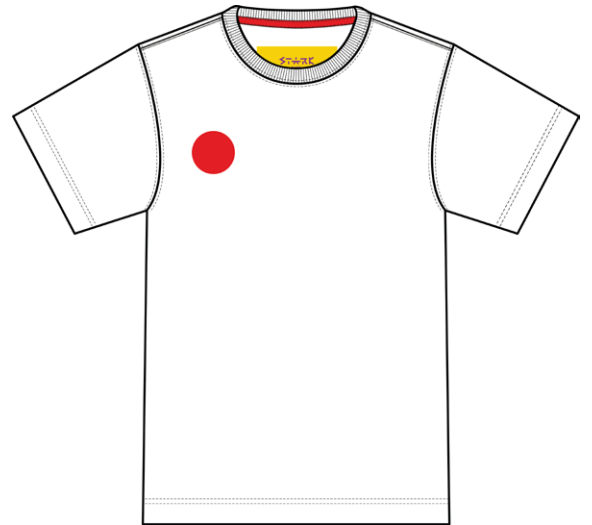
IBJJF COLOURS

THE SHORTS



For the shorts, we used the silhouette of Progress' *Academy* board shorts as a foundations due to its excellent fit (for both men and women). We then added our own graphical elements to elevate the piece and align with our capsule collection.

THE T-SHIRT



For the t-shirt, we wanted to create a design that would be sleek enough that non-Stark (and even non-jiu-jitsu practitioners) would want to wear it.

The chest circle is the same embroidered patch used on the other items of the capsule. The Stark logo on the back is executed in a classic water-based screenprint. The purple-and-yellow main label is kept as is, nodding to the exclusivity of the collection.

THE SWEATSHIRT



As lovers of black clothing, we both express our playfulness through silhouettes. For the sweatshirt, we tried to emulate the essence of the kimono silhouette as an everyday item, in this case re-imagined as a tracksuit set.

We are imagining the sweatshirt and sweatpants in a classic French terry material. The design plays with the colour pop of the red drawcord for both sweatshirt and sweatpants (borrowed from the gi pants) to keep the design elements cohesive. We have also re-introduced our asymmetrical pocket from the kimono.

THE SWEATPANTS



For the sweatpants we wanted to emulate our design of the gi pants—keeping the silhouette, fit, and function of the garment—yet updated with an elasticated waistband and cuff for that everyday comfort of your classic tracksuit.

THE SOCKS



There is no better item to elevate an overall look than a playful sock—therefore, it was the obvious optional garment of choice for us. The red circle is easily recognisable from the rest of the capsule pieces, coupled with a reintroduction of the zigzag form from the kimono. Perhaps we can inspire sock darning using the sashiko technique once these socks have been worn to death...

Thank you!
Hannah & Maja

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